

The Kick Ass Membership Planner

Building a successful membership site isn't quite as simple as just sticking a membership plugin on your website. You need to spend some time working out things like who your site is for, what structure it will have and the features you need, before you even begin to look at membership plugins.

The following questions are designed to give you the answers you need to be able to create your membership site with a firm foundation, and should also allow you to narrow down your membership plugin choices (take a look at our plugin comparison chart once you're finished!).

Your Idea

What will your membership site (or course) be about?

Do you have a specific topic such as 'lose weight in 30 days with avocados', or something more general like 'ways to lose weight'? **Hint:** generally, the more specific your site is, the easier it is to market.

The Membership Board will emulate and pay homage to <https://memberwise.org.uk/>

Who is your target market or ideal member for the site?

Again, the more specific you can be, the better – e.g. Burmese cat lovers not just cat lovers.

Three member levels: Personal: Membership- Free, Consultants \$\$, Vendors \$\$\$\$

What will your members learn? What solution are you offering them?

Think about why would someone want to join your membership – what's in it for them? How is it different to other things out there?

How to manage membership for associations, chamber of commerce, any business where there are subscribers of raving fan.

What are your initial goals for the site? What will you consider a success?

For example 50 members at launch, \$1000 a month income or 300 email sign-ups.

That sounds good 50 \$1000 300 OK

Which membership model would you like to use?

Model	How it works
The Drip Feed	New content added regularly, typically with monthly payments and no specific membership length.
The 'All-In'	Access to everything straight away, one-off payments work best unless some kind of community to keep people coming back.
The Online Course	Courses are typically modular, but modules could be drip-fed or available immediately. May only open at certain times.
The Online Community	Access to private forums, messaging systems or online groups, usually based around a specific topic.
The Fixed Term	Membership has a fixed time period – i.e 30 days or 6 months. After that time members may or may not have lifetime access to content.
The Producer	Providing a protected download or protected online content for a digital product. Can often purchase more than one item.
The Servicer	Delivery of a service, such as an online coaching programme, where a private area is needed for accompanying videos, downloads etc.
The Mongrel	A hybrid of the different membership models designed to meet your specific needs.

My Membership Model will be:

Just gonna see how memberwist.co.UK does and maybe add that the consultants and vendor make up all the content then push tweet

Your Content

What kind of content do you plan to create for the site?

☒ Video
 ☒ Audio
 ☒ Articles/Text
 ☒ PDFs
 ☐ Other

How often will you be giving members new content?

Every day/week/month? Or do they get all the content as soon as they join?

☐ Daily
 ☐ Weekly
 ☐ Monthly
 ☒ Instant Access

Will you have more than one offering you need to create content for?

Will you be running multiple courses or have different membership levels that need additional content?

Every sees the same stuff, but we'll figure out how to post a blind RFP

Your Content Schedule:

Content is key with your membership site, so it's good to have a clear idea of what you will create and when. Make sure that whatever you decide is manageable though (better to start small and work up!), or you run the risk of not delivering for your members. Use the chart below to plan your content:

Content Type	Daily (e.g. a daily challenge)	Weekly (e.g. a weekly video lesson)	Monthly (e.g. a monthly interview)
Videos	Whatever. We the consultant &		
Audios			
Articles			
Other			

Your Structure & Features

How many membership levels do you need?

For example do you want to offer a standard and VIP membership level? Or you may want to sell multiple courses, each with their own membership level. **Do you want members to be able to buy multiple membership levels or courses** (this is important to know – not all membership plugins allow this)?

Professionals -Free -- Consultants \$\$ Vendors \$\$\$\$ Media sponsors and other sites that promo -- Trade

Will your membership levels be distinct or tiered?

Will memberships be completely separate (i.e. course 1, course 2), or will they build on each other (i.e. bronze, silver, gold).

☒ Distinct ☐ Tiered

Do you want members to interact online with yourself and other members? How would you like that to happen?

Interaction via a forum or commenting system can be a great way to add buzz to a membership site, but requires a quite hands on approach.

No Partyline..... But lets see how MediaWise does it -- OKLoLo

Will you be offering downloadable content?

What kind of downloads do you want to provide? If offering large downloads it's a good idea to use an external site such as Amazon s3 to avoid your membership site slowing down.

Lots from the vendors and consultants -- all with opt-in to the have to surrender their email.

Can members join at any time (a.k.a evergreen) or will you only open membership on certain dates?

☒ Evergreen ☐ Open/Close

Will members still have access to their content once their membership is over?

☐ Yes ☒ No ☐ Not Sure

How much do you want to charge for membership?

It can be a good idea to think about a variety of pricing models – for example monthly and annual.

Shown above in the member levels Free - exec \$49 M for consultants \$149 for vendors Trade for Sponsor and other sites

What payment processor do you plan to use?

For example PayPal Pro, Stripe, Authorise.net. This may affect which membership plugin you use.

Whatever Brilliant Direcorey does

What email service do you plan to use?

For example Mailchimp, Aweber, Get Response.

Check with Brilliant

Would you like to make use of affiliates to promote your site?

It's good to know this from the start so that you can choose a membership plugin that works with the affiliate plugin you'd like to use.

☒ Yes ☐ No ☐ Not Sure

Lastly, create a sitemap of the pages you will need for the site.

Create a list or diagram of the pages you need to create for the site, and how these pages relate to each other. As well as your content think about things like whether your member can cancel from inside their account (not all membership plugins offer this) and also things like having a customer service or support page.

The example below is a typical sitemap of pages you might need, however this will vary based on the type of site and the membership plugin being used.

